

## Lesson 15.1 Promotion as a Form of Communication

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- F   1. Advertising is any form of communication that a company uses to inform, persuade, or remind consumers about its products or services.
- F   2. In promotion, the sender is usually the advertising agency.
- T   3. Several messages can be sent at the same time in the promotional process.
- T   4. Encoding is putting a message into language or symbols that are familiar to the receiver.
- T   5. The message channel is how the message will be communicated.
- F   6. Feedback is not necessary in most promotions since they are planned by communications experts.
- T   7. Providing information to consumers is especially important for complex products and services.
- F   8. Interpersonal communication attempts to reach large numbers of people with one message.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- D   9. The transfer of a message from a sender to a receiver is
  - A. a communication process
  - B. a promotion
  - C. a goal of one of the marketing mix elements
  - D. all of the above
- C   10. The receiver's reaction or response to the source's message is
  - A. noise
  - B. always a purchase
  - C. feedback
  - D. agreement
- B   11. When a business needs to make a case for why customers should buy its product, the promotional goal should be to
  - A. inform
  - B. persuade
  - C. remind
  - D. encourage

## Activity 1 • Informing, Persuading, and Reminding

**Directions:** The purpose of promotion is to inform, persuade, and remind the consumer of products and services. As products move through the product life cycle, marketers use various promotional tools to convey messages to their target audiences. Choose a product that is familiar to most consumers and purchased regularly. In the spaces below, sketch an informational billboard, a persuasive billboard, and a reminder billboard.

*Answers will vary.*

### Informational Billboard

### Persuasive Billboard

### Reminder Billboard

## Lesson 15.2 Types of Promotion

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- T   1. Direct mail is a form of advertising.
- T   2. Billboards are just one form of outdoor advertising.
- F   3. The fastest-growing and most dynamic form of advertising today is television advertising.
- T   4. Publicity is any nonpaid form of communication about a product, service, company, or cause.
- T   5. The major disadvantage of publicity is that it is hard to control.
- T   6. The types of products for which personal selling is appropriate are usually complicated and relatively expensive products with many features.
- F   7. A disadvantage of personal selling is the difficulty of responding to individual customer needs.
- T   8. Coupons, rebates, contests, and product samples are all examples of sales promotion.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- D   9. Which of the following is an example of broadcast media?
  - A. television
  - B. radio
  - C. magazine
  - D. both a and b
- B   10. Stickers on bananas, messages chalked onto sidewalks, hot-air balloons, stunts or "guerilla" advertising, and messages on bathroom stall doors are examples of
  - A. publicity
  - B. ambient advertising
  - C. outdoor advertising
  - D. sales promotion
- D   11. A disadvantage of \_\_\_\_\_ is that it can encourage customers to buy a product for reasons other than a true preference for the brand.
  - A. advertising
  - B. personal selling
  - C. publicity
  - D. sales promotion

## Activity 1 • Publicity

**Directions:** Stories about major businesses are often published in local newspapers. Review several recent issues of the newspaper for your community. Locate a story about a business operating in your community. Based on the article, answer the following questions.

*Answers will vary.*

1. What is the name of the business? \_\_\_\_\_  
\_\_\_\_\_
2. What is the type of business? What products and services does it sell? \_\_\_\_\_  
\_\_\_\_\_
3. What information did you learn about the business? \_\_\_\_\_  
\_\_\_\_\_
4. What was the primary reason for the article? \_\_\_\_\_  
\_\_\_\_\_
5. Will this article create goodwill among consumers? Why or why not? \_\_\_\_\_  
\_\_\_\_\_
6. Does it appear the business was actively involved in developing the article? Explain. \_\_\_\_\_  
\_\_\_\_\_

## Activity 2 • Sales Promotions

**Directions:** Find an example of a current attention-getting sales promotion product or activity. Use it to answer the following questions.

*Answers will vary.*

1. What is the name of the business sponsoring the promotion? \_\_\_\_\_  
\_\_\_\_\_
2. What is the good or service produced by the company? \_\_\_\_\_  
\_\_\_\_\_
3. Who is the target market for the good or service? \_\_\_\_\_  
\_\_\_\_\_
4. What makes the sales promotion attention-getting and unique? \_\_\_\_\_  
\_\_\_\_\_
5. What do you believe is the purpose of the sales promotion? Do you think it achieves that purpose? Explain. \_\_\_\_\_  
\_\_\_\_\_

## Lesson 15.3 Mixing the Promotional Plan

### LESSON QUIZ

**Directions:** For each of the following statements, if the statement is true, write a T on the answer line; if the statement is false, write an F on the answer line.

- F   1. The promotional mix includes the product, distribution, price, and promotion.
- T   2. Promotions used for a company's products should be consistent with its philosophy.
- F   3. No matter which type of promotion is selected, it serves the same purpose in the promotional mix.
- F   4. The blueprint for how the elements of the promotional mix will work together is called the marketing plan.
- F   5. Before beginning promotional planning, the promotional budget should be established.
- T   6. Marketers should evaluate their promotional plans during and after promotions.
- T   7. The results of promotions should be compared to the promotional objectives to determine if they were accomplished.

**Directions:** For each of the following items, decide which choice best completes the statement. Write the letter that identifies your choice on the answer line.

- B   8. The most effective promotional tool to persuade a customer to buy a product is
  - A. advertising
  - B. personal selling
  - C. publicity
  - D. sales promotion
- D   9. The promotional mix is the combination of all of the following elements *except*
  - A. advertising
  - B. public relations
  - C. personal selling
  - D. all of the above are elements of the promotional mix
- C   10. Which of the following activities occurs after the promotional mix is developed?
  - A. select the target market
  - B. establish promotional objectives
  - C. develop an activity schedule
  - D. all of the above

## Activity 1 • Coupon Popularity

**Directions:** The use of coupons is a major sales promotion tool for many manufacturers and retailers. In an effort to determine the effectiveness of coupons, a consumer products manufacturing association completed a consumer opinion study of attitude toward the use of coupons by businesses. The survey was first conducted in 2000 and repeated in 2005 to determine if attitudes had changed. Responses for both years are shown in the table.

*Answers will vary.*

Attitudes Toward Coupons	2000		2005		Change in Attitude (+/-)
Favorable	350	44%	417	54%	+10%
Somewhat Favorable	373	47%	313	41%	-6%
Somewhat Unfavorable	23	3%	16	2%	-1%
Very unfavorable	48	6%	26	3%	-3%

1. Calculate the percentage of total responses for each category for 2000 and 2005, rounding off to the nearest whole number.
2. Calculate the percentage increase or decrease for each category between 2000 and 2005.
3. What conclusions can you draw from the results? Answers will vary. Consumers have very positive attitudes toward coupons. If people have unfavorable views, they are likely to be very unfavorable more than somewhat unfavorable. Attitudes have become much more favorable in five years.
4. Why do you believe the figures changed from 2000 to 2005? Answers will vary, but might include better targeting of coupons, consumers are more concerned about price, or more stores accept coupons.
5. Do you believe consumer attitudes about coupons have changed from 2005 to the present? Explain. Answers will vary.

## Activity 2 • Effective Publicity

**Directions:** Each year your school participates in developing a special section of the local newspaper titled "Up with Education." This section updates the community on education in general and provides features on school programs and activities. Your teacher has asked you to write an article on Marketing Education and its unique contributions to the school and community. Your goal is to provide positive publicity for the program. Your article should be between 300 to 500 words.

*Answers will vary.*